

P O R

T F O

L I O

W

Creative Code/Design Lead for a global marketing company with 10+ years experience in the creative industry including; email marketing, UI & UX design, web development and graphic design. Highly motivated individual who enjoys working independently and within a team.

H

Project management experience working to deliver over 2000+ projects within budget and to tight timescales. The ability to build strong working relationships both internally and externally. Good sense of humour that supports the building of highly motivated teams.

O

Passionate about creative development with the application to deliver to the highest of standards. Ability to manage situations both through the customers and corporate eyes.



Starbucks / Over the course of nearly six years, I've had the privilege of working closely with Starbucks, a globally recognised brand partnered with quality coffee and exceptional customer experiences. During this time, I have played a pivotal role in Starbucks' email marketing efforts, developing numerous email campaigns and contributing to the creation of a more engaging library of email templates.

I collaborated closely with Starbucks' marketing and creative teams, adapting to evolving trends and customer preferences to continuously improve the effectiveness of email campaigns.



Salut, {[First Name Dynamic|1510]}

**COLLECTE DES ÉTOILES
OÙ QUE TU SOIS !**

Évite le blues de la file d'attente estivale et profite du soleil plus longtemps en commandant sur l'appli Starbucks®.

C'est rapide et facile, et tu obtiens

★ **30** ★
ÉTOILES BONUS

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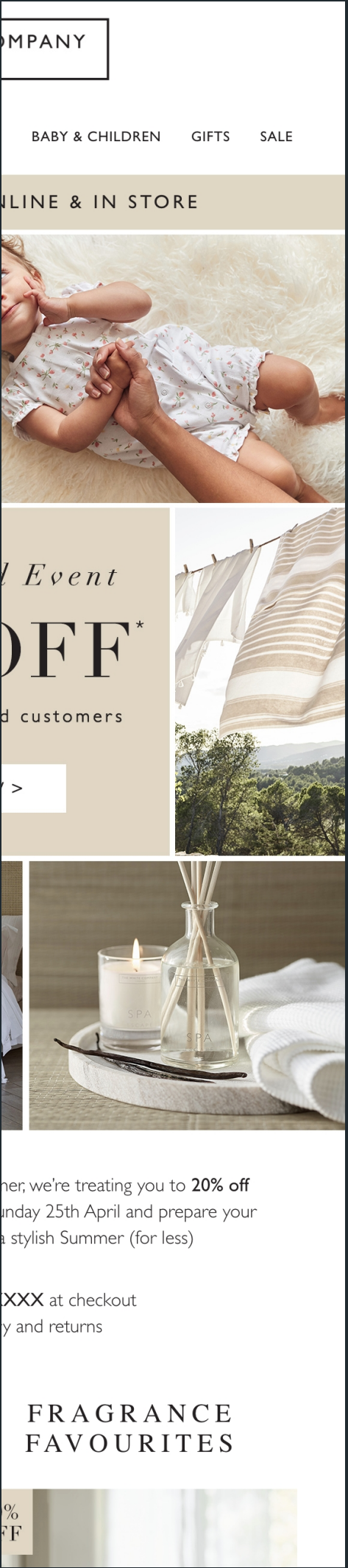
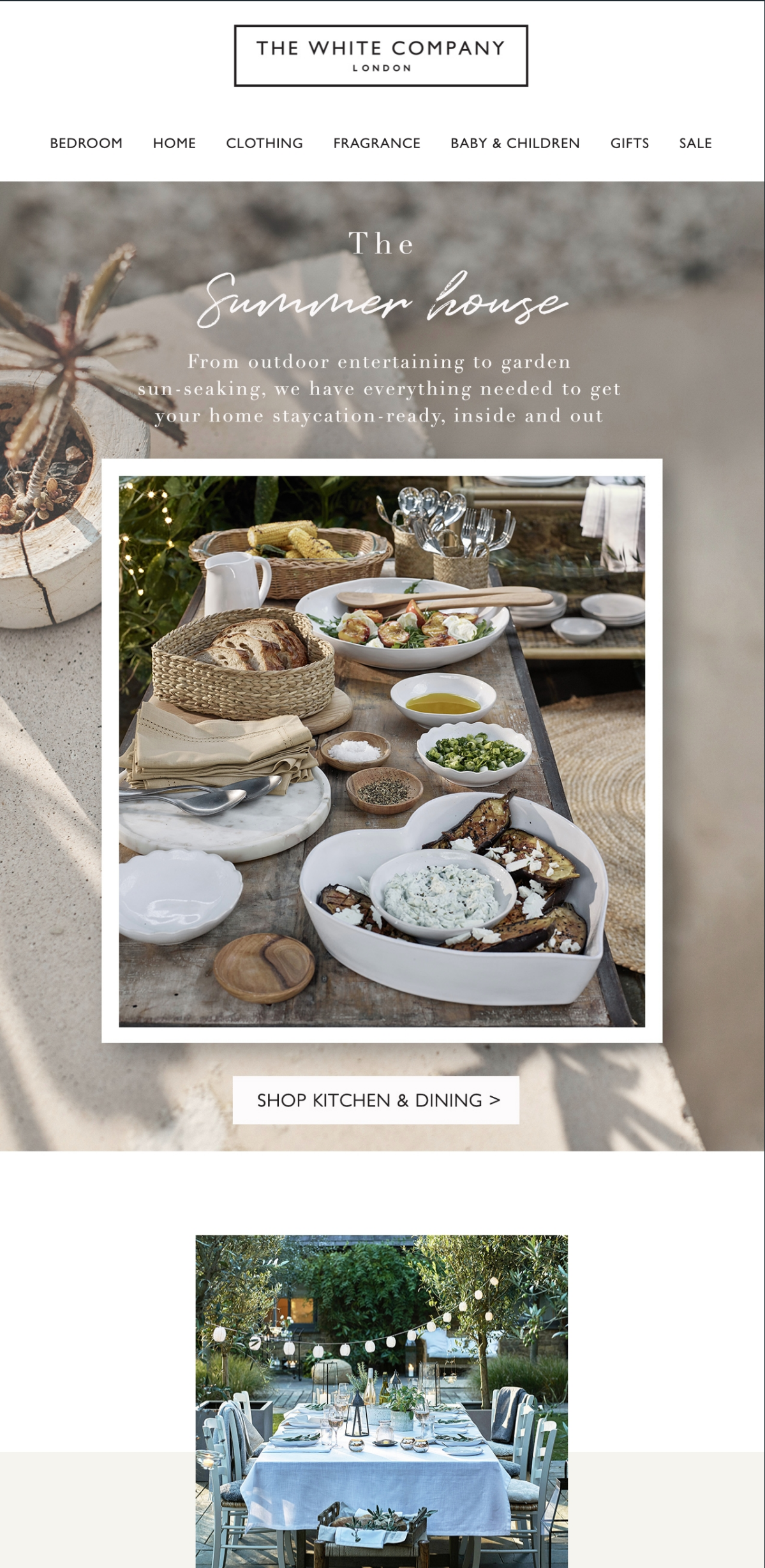
Weihnachtsstress?

Im Dir einen Moment
e Dir einen leckeren
, um das Stimmungs-
eder anzuheben.

rbucks Rewards
st Du 1€ Rabatt auf
uffin. Ob Schokolade,
doch gefüllt mit
arbucks ist für jeden
etwas dabei.

uns auf dich!

**BLAUBEER
MUFFIN**



THE WHITE COMPANY LONDON

The White Company / My portfolio features an extensive body of work completed for The White Company, a prominent brand known for its luxury lifestyle products. Over the course of my collaboration with the company, I've had the privilege of developing more than 300 Business-As-Usual (BAU) emails, showcasing my expertise in email marketing, including the creation of interactive and trigger emails.

Through a blend of creativity, strategic thinking, and technical expertise, I helped elevate the brand's email marketing efforts, fostering customer engagement, loyalty, and sales growth. This portfolio serves as a testament to my ability to deliver impactful email campaigns that align with brand identity and drive tangible results in the world of digital marketing.






Aviva / As part of Aviva’s full email marketing rebrand, I personally recoded 24 automated trigger emails within two weeks, ensuring a seamless transition to the new design system. I implemented an engaging email experience by applying strong design principles, including visual hierarchy, responsiveness, and brand consistency. To support compliance with the Email Accessibility Act, I tested all emails using our internal accessibility checklist. This project successfully enhanced Aviva’s email performance, user experience, and brand perception across all customer touchpoints.



Dear %%FNAME%%,

Thanks for getting a home insurance is %QUOTEREF%.

Did you know all Aviva home insurar standard including;

-  **Help in a home emergen**
If you're struggling with our 24-hour emergency
-  **Alternative accommodat**
If you become unable to insured event, we'll cover to 15% of your buildings
-  **Online discount**
Buy online to get a 20% c

Buy now

If you've any questions or if you'd lik 22 11.

Take care,

Linda Cavellini

Linda Cavellini
Customer Service Manager

Retirement | Investments | Insu



Your Policy Number %%POLICY_NUMBER%%

Dear %%FNAME%%,

You have updated your Aviva insurance policy.

This change is effective immediately and your policy documents will be updated accordingly. Please allow up to 3 working days for them to be available through [MyAviva](#).

Signing in is quick and easy, all you need is your policy number and email address.

Sign in to MyAviva

If you have any queries, you can speak to our team on [1800 33 22 11](#), we're available Monday to Friday 9am to 6pm.

Take care,

Linda Cavellini

Linda Cavellini
Customer Service Manager

Insurance | Wealth | Retirement



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This is an automated email. Please do not reply as we will not be able to receive your response.

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on %%renewal_date%%.

ER%%

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Boots / Boots and the National Health Service (NHS) joined forces to create a Wellness Email Series aimed at offering invaluable health and wellness advice to their customers. I was responsible for developing this innovative email series, which focused on a wide range of topics, including sleep, health, sexual wellbeing, and diet. The project also involved the integration of relevant Boots products aligned with the specific wellness advice.



Taken the Wellness Reboot Quiz?

If you haven't, do it now to receive even more personalised tips, offers and advice – wherever you are on your wellness journey. [Take the quiz.](#)



Hear from



[boots.com](#) | [health & pharmacy](#) | [toiletries](#) | [beauty & skincare](#) | [fragrance](#)



FREE Click & Collect when you spend £20[^]



Nothing beats a good night's sleep. In these worrying times, it's understandable that you might not be getting that but, with a few little tricks up your sleeve, night time can be the quality rest you're hoping for.



OOT
OUR
ZZZZs

...ple steps you can take to
...r shut-eye.





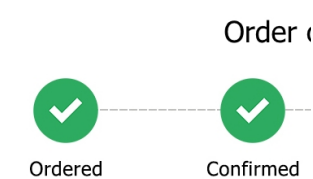
Boden / I had the opportunity to collaborate with Boden, a renowned British clothing retailer, on an exciting project aimed at enhancing customer engagement and providing a personalised shopping experience. This project involved the development of a Welcome and Nursery Triggered Email Series, designed to connect with customers in a meaningful way during the early stages of their journey with Boden.

This project demonstrated my ability to create and implement effective email marketing strategies that foster customer loyalty and enhance the customer experience. It showcased my proficiency in utilising advanced segmentation, dynamic content, and automation to deliver timely, personalised messages.



Wilko / I had the privilege of designing and developing a series of email newsletters for Wilko, spanning various departments within the organisation. This project allowed me to showcase my skills in creating engaging and visually appealing email campaigns that effectively communicated the company's messages to its audience.

Throughout my time working with Wilko, I collaborated closely with different departments to understand their unique requirements and objectives. This involved aligning the design and content of each newsletter with the specific goals of the department, whether it was promoting new product launches, sharing seasonal offers, or conveying important updates.



Hello Joe, thanks for your order

We're now busy getting your order ready for delivery. Here's some information and a quick reminder of what to expect.

Your order is for store collect

The following item(s) below will be delivered to:
Manton Wood, Worksop, S80 3EG

Order reference: 1234567890

Order date: **01/01/2019**
Order total: **£76.75**

Delivery due by: 05/01/2020

What happens next?

Keep an eye out for an email letting you know when your order is ready for collection.

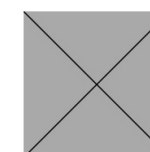
Delivery and billing information

Delivery Address

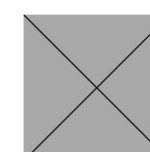
Customer name
Address
City
UK
Delivery method: Free delivery

Order summary

Wilko Durable
Moonlight White Matt
Emulsion Paint 2.5L
(0274657)



Wilko Durable
Moonlight White Matt
Emulsion Paint 2.5L
(0274657)



Garden • Home • Kitchen • Decorating • Storage • Pets • Toys



Garden • Home • Kitchen • Decorating • Storage • Pets • Toys



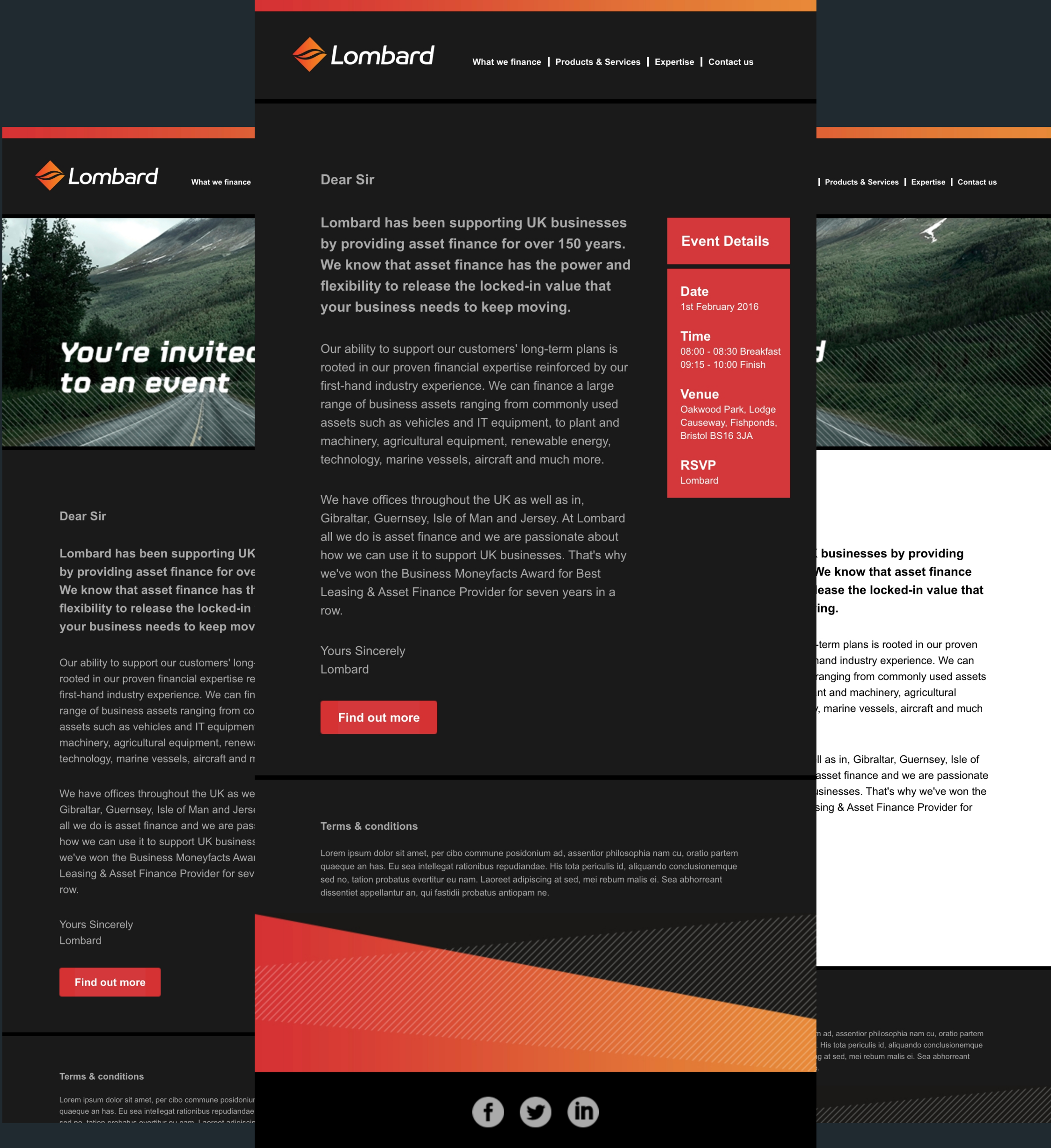
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[Shop kitchen paint](#)



FML Title



Lombard / I'm highlighting my achievements in collaboration with Lombard, where the primary objective was to design sleek and modern event emails that resonated with the target audience. This project centered on creating an email interface that was not only visually appealing but also familiar, simple, and effortlessly readable.

These emails represented a successful fusion of aesthetics and usability, aligning seamlessly with Lombard's brand identity and effectively engaging their audience for various events and initiatives.

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